

# NORTHWEST BOULEVARD

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STREETSCAPE FEASIBILITY STUDY



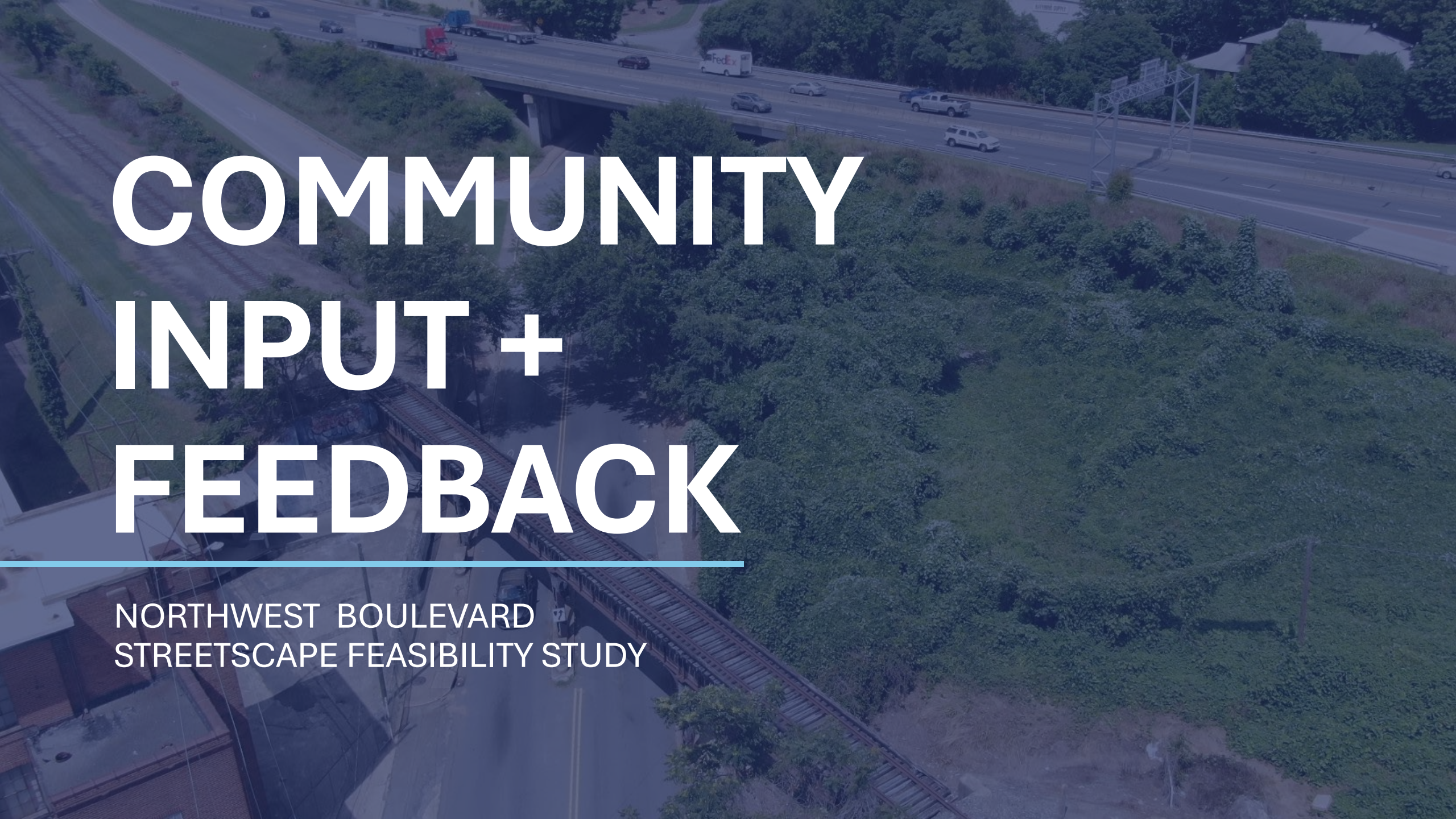


## Northwest Boulevard: A Vital Community Connector

Connects east and west + provides access to downtown

Challenges: Aging infrastructure, fragmented pedestrian and bicycle facilities, and corridor safety concerns limit access and connectivity, and diminish traveler experience

Result: This feasibility study establishes a foundation for strategic improvements that enhance safety, support multimodal mobility, reinforce community character, and create a more cohesive, resilient, and vibrant corridor that can serve residents, businesses, and visitors well into the future.

An aerial photograph of a highway interchange with a bridge crossing a river. The scene is overlaid with a semi-transparent blue filter. The text 'COMMUNITY INPUT + FEEDBACK' is prominently displayed in white, bold, sans-serif font on the left side of the image.

# COMMUNITY INPUT + FEEDBACK

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# Listening + Learning

A multifaceted engagement approach was used to capture local knowledge, identify community priorities, and shape the future vision for Northwest Boulevard.



## 1. Community Engagement (Round 1)

- Field Interviews
- Open House
- Online Survey

## 2. Stakeholder and Agency Coordination (Round 1)

- Roundtable Meeting

## 3. Collaboration with City of Winston-Salem Agencies

## 4. Community Engagement (Round 2)

- Field Interviews
- Open House
- Online Survey

## 5. Stakeholder and Agency Coordination (Round 2)

- Virtual Meeting



# Key Takeaways

## **Increase Safety and Accessibility**

- Consistently identified the need for safer pedestrian crossings, better lighting, sidewalks, bicycle facilities, and improved accessibility.

## **Improve Appearance, Maintenance, and Community Identity**

- Participants expressed a strong desire for landscaping, street trees, public art, beautification, and removal of visual clutter such as invasive vegetation, aging signage, and overhead utilities.

## **Invest in Connectivity and Quality of Life**

- Residents value Northwest Boulevard as an important east–west connection linking neighborhoods, businesses, and downtown destinations.



An aerial photograph of a highway interchange. A multi-lane highway runs horizontally across the top, with several vehicles including a FedEx truck and a semi-trailer. Below the highway, a bridge crosses a waterway. The area is surrounded by dense green trees and vegetation. The text 'CONCEPT DEVELOPMENT' is overlaid in large white letters.

# CONCEPT DEVELOPMENT

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# Concept Development

## 1. Review Existing Conditions & Future Initiatives

- Evaluated corridor conditions, adopted plans, and ongoing initiatives to ensure recommendations support both current needs and long-term community goals.

## 2. Listen and Learn

- Collected input through site walks, stakeholder meetings, and public engagement activities to understand corridor challenges, opportunities, and community priorities.

## 3. Incorporate Identity and Placemaking

- Integrated opportunities for public art, landscape enhancements, gateway features, and community identity elements into both concepts.

## 4. Collaborate and Refine

- Worked closely with City staff through multiple rounds of review, analysis, and design refinements to evaluate feasibility, priorities, and implementation opportunities.

## 5. Concept Development

- Developed two complementary concepts that balance immediate improvements with a long-term vision.
  - **Short-Term Action Plan:** [A Safety- and Accessibility-Focused Concept](#)
  - **Long-Term Vision Plan:** [Building on Momentum through Connectivity, Placemaking, and Identity](#)

# Near-Term Concept

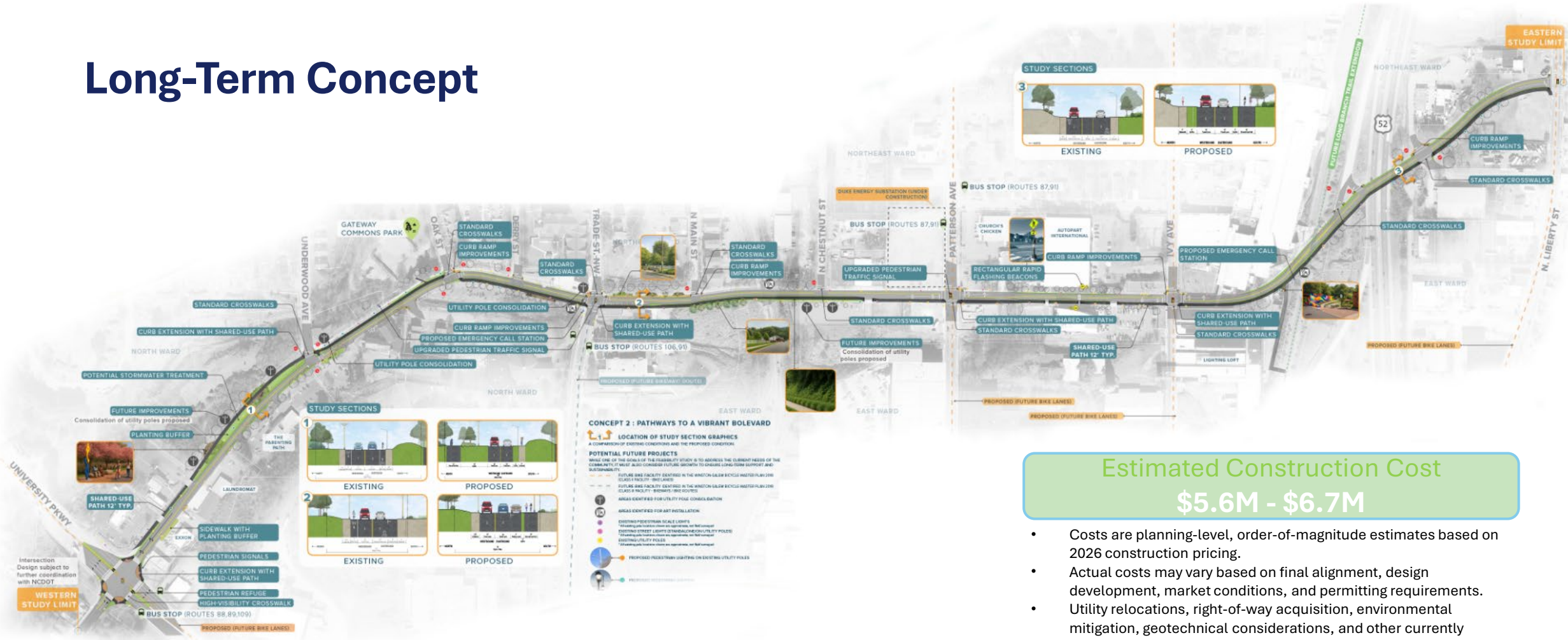
**Near-Term Concept**

**Estimated Construction Cost**  
**\$1.2M - \$1.7M**

- Costs are planning-level, order-of-magnitude estimates based on 2026 construction pricing.
- Actual costs may vary based on final alignment, design development, market conditions, and permitting requirements.
- Utility relocations, right-of-way acquisition, environmental mitigation, geotechnical considerations, and other currently unknown factors may impact the final construction cost.

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- Estimates do not include engineering design, permitting, or project administration.

# Long-Term Concept



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An aerial photograph of a highway interchange. A multi-lane highway runs horizontally across the top, with several vehicles including a FedEx truck and a semi-trailer. Below the highway, a bridge crosses a road or waterway. The area is surrounded by dense green trees and vegetation. The text 'RECOMMENDATIONS' is overlaid in large white letters.

# RECOMMENDATIONS

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## Near-Term Recommendations + Expected Outcomes

### Recommendations

- Complete and enhance sidewalk connections
- Improve pedestrian crossings at key intersections
- Upgrade lighting to improve visibility and comfort
- Improve ADA accessibility
- Add appropriate traffic calming and roadway safety measures
- Improve transit stop amenities and pedestrian access to transit
- Address maintenance concerns, overgrowth, and visual clutter

### Expected Outcomes

- Safer corridor for all users
- Improved access to businesses and destinations
- Enhanced pedestrian comfort and visibility
- Strong foundation for future improvements

# Mid-Term Recommendations + Expected Outcomes

## Recommendations

- Install street trees and landscaping
- Incorporate green infrastructure and stormwater enhancements
- Add public art and placemaking elements
- Establish gateway features and corridor branding
- Consolidate and improve streetscape materials and furnishings
- Continue closing bicycle and pedestrian network gaps

## Expected Outcomes

- Enhanced quality of life
- Stronger sense of place
- Improved environmental performance
- Increased neighborhood and business attractiveness

# Long-Term Recommendations + Expected Outcomes

## Recommendations

- Develop a shared-use path connecting neighborhoods and destinations
- Reconstruct key intersections to improve safety and operations
- Expand multimodal facilities
- Integrate comprehensive placemaking and identity features
- Coordinate improvements with redevelopment and future transportation projects
- Pursue long-term utility and infrastructure modernization opportunities

## Expected Outcomes

- Regional bicycle and pedestrian connectivity
- Improved access to employment, recreation, and community services
- Enhanced corridor identity and community pride
- Long-term economic development support

An aerial photograph of a highway interchange. A multi-lane highway runs horizontally across the top, with several vehicles including a FedEx truck and a semi-truck. Below the highway, a bridge crosses a road or waterway. The area is surrounded by dense green trees and vegetation. The text 'NEXT STEPS' is overlaid in large white letters on the left side of the image.

# NEXT STEPS

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## **Next Steps** Moving Forward – Now

- Implement Proposed Signing and Striping Plan along project limits.
- Design, Coordinate, and Implement Intersection Short-Term Improvements at University Parkway Intersection.
- Upgrade curb ramps and ADA facilities at key crossings and transit access points without impacting existing infrastructure.
- Address targeted sidewalk and safety improvements identified in the Streetscape Feasibility Study.

## Next Steps Moving Forward – Later

- Coordinate with Duke Energy to consolidate/relocate poles and add lighting.
- Partner with the Winston-Salem/Forsyth County Public Art Commission to identify opportunities for murals, gateway features, and public art installations.
- Fund and implement the proposed mid-block crossing at the 300 block of Northwest Boulevard.
- Adopt the Conceptual Plan for the Proposed Long-Term Shared-Use Path Concept.
- Work with the WSPD and vendors to plan and implement additional emergency call boxes at 2-3 locations along the corridor. (In addition to proposed call boxes included in latest Long Branch Trail extension plans)
- Utilize the concept plan as the framework for future capital improvement programming, grant applications, and redevelopment coordination.
- Program funding for preliminary engineering and design of the proposed shared-use path.
- Conduct traffic operations and safety analysis for signalized intersection improvements.
- Prioritize utility and drainage infrastructure improvements.
- Pursue funding and partnership opportunities.